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COMPETITIVE BRANDS

SHARE DEVELOPMENT INDEX

1980

	BARCLAY	CAMEL	CARLTON	KENT	KOOL	LARK	LUCKY	MORE
1AO PORTLAND, ME	0	123	104	94	63	98	133	85
1BO MANCHESTER	0	117	109	95	60	182	163	85
1CO BOSTON	0	77	121	114	67	237	158	72
1DO WESTERN, MASS.	0	85	95	106	72	188	150	67
1EO RHODE ISLAND	0	74	121	121	70	189	151	72
1FO HARTFORD	0	85	91	111	84	155	156	82
1GO ALBANY	0	88	94	86	71	154	162	76
1HO BUFFALO	0	83	97	88	82	878	168	80
1IO METRO NEW YORK	0	60	115	154	88	156	121	80
1JO ROCHESTER	0	80	105	106	76	350	126	65
1KO SYRACUSE	0	96	108	123	61	289	157	74
2AO PHILADELPHIA	0	68	85	101	100	137	140	81
2BO SCRANTON-WILKES BARRE	10	124	67	110	87	154	207	56
2CO BALTIMORE-WASHINGTON	0	65	117	93	126	135	99	101
2DO TIDEWATER	0	59	113	71	104	73	75	99
2EO RICHMOND	0	70	103	68	109	89	95	80
2FO ROANOKE	191	111	67	71	78	86	132	53
2GO JOHNSTOWN	0	122	64	110	88	151	197	47
2HO PITTSBURGH	0	107	59	105	110	121	183	68
2IO HUNTINGTON-CHARLESTON	40	145	54	61	95	67	137	43
2JO CINCINNATI	1041	113	91	84	112	101	115	65
2KO CLEVELAND-AKRON	9	120	85	110	106	153	161	79
2LO COLUMBUS	22	123	81	81	127	101	122	83
2MO DAYTON	167	113	63	74	135	81	115	146
2NO TOLEDO	0	106	86	89	117	104	126	82
3AO RALEIGH-DURHAM	0	74	109	87	83	142	97	73
3BO WINSTON-SALEM-GREENSBORO	0	89	89	82	71	106	96	78
3CO GREENVILLE	0	102	85	98	82	83	85	72
3DO CHARLESTON	0	63	92	97	124	40	60	78
3EO CHARLOTTE	15	82	80	96	75	63	78	62
3FO COLUMBIA	0	57	65	81	127	32	49	78
3GO ATLANTA	26	76	85	75	135	39	55	69
3HO COLUMBUS-AGUSTA	0	77	76	74	142	22	52	59
3IO SAVANNAH	0	78	79	97	129	36	54	73
3JO JACKSONVILLE	0	81	94	79	115	36	50	88
3KO MIAMI	0	69	121	117	88	197	66	142
3LO ORLANDO	0	78	101	96	88	85	59	115
3MO TAMPA	0	88	123	113	79	103	72	133
3NO CHATTANOOGA	839	106	60	66	120	38	72	67
3OO KNOXVILLE	684	109	64	80	78	44	88	53
3PO NASHVILLE	778	102	63	77	107	49	83	74
3QO BIRMINGHAM	5	87	74	81	138	40	59	61
3RO MONTGOMERY	0	88	70	83	146	43	53	74
3SO MOBILE	0	80	109	93	117	45	59	95
4AO FT. WAYNE-SOUTH BEND	13	128	84	106	115	75	107	78
4BO INDIANAPOLIS	917	130	89	98	107	67	96	78

*Barclay figures for 1980 are not reliable due to the fact of being introduced in selected markets only.

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SHARE DEVELOPMENT INDEX

1980

	BARCLAY	CAMEL	CARLTON	KENT	KOOL	LARK	LUCKY	MORE
4CO LOUISVILLE-EVANSVILLE	1166	108	86	78	105	60	91	65
4DO DETROIT	0	78	104	105	198	98	123	123
4EO GRAND RAPIDS	0	106	90	95	120	85	91	87
4FO FLINT-SAGINAW	0	106	109	103	135	58	109	99
4GO CHICAGO	47	79	91	108	161	75	123	101
4HO PEORIA	707	117	72	91	118	34	99	79
4IO QUAD CITIES	614	127	70	106	91	31	111	48
4JO MILWAUKEE	0	95	92	90	89	82	106	74
4KO GREEN BAY	0	106	91	92	75	90	113	72
4LO MINNESOTA	0	113	111	127	69	55	74	71
4MO DAKOTA	0	102	76	119	68	26	63	67
5AO MEMPHIS	15	80	63	64	152	20	51	78
5BO JACKSON MS	0	79	61	63	185	26	50	74
5CO ST. LOUIS	797	97	95	92	134	40	105	101
5DO LITTLE ROCK	0	109	83	96	91	25	59	72
5EO LAKE CHARLES-MONROE	0	78	69	88	145	23	56	69
5FO NEW ORLEANS-BATON ROUGE	0	76	86	79	174	35	67	94
5GO SHREVEPORT	0	96	83	81	132	34	67	79
5HO CORPUS CHRISTI	0	74	70	82	63	15	53	72
5IO DALLAS-FT. WORTH	0	80	104	85	96	41	52	96
5JO HOUSTON	0	84	106	92	101	77	58	99
5KO LUBBOCK-AMARILLO	0	116	88	99	69	43	64	91
5LO SAN ANTONIO	0	83	99	86	95	36	57	110
5MO OKLAHOMA CITY	0	104	122	90	78	38	63	123
5NO TULSA	0	110	108	75	80	42	63	112
6AO DES MOINES	24	127	85	108	86	71	93	65
6BO KANSAS CITY	844	109	109	83	89	44	83	99
6CO WICHITA	280	108	113	91	87	44	74	84
6DO OMAHA-LINCOLN	0	104	96	116	80	43	86	68
6EO DENVER	4	147	100	94	69	65	72	105
6FO UTAH-IDAHO	0	216	107	89	51	50	92	108
6GO BIG SKY	0	179	94	88	47	44	101	86
6HO PORTLAND OR	0	222	126	98	49	73	99	147
6IO SEATTLE	0	202	130	100	55	61	92	128
6JO SPOKANE	0	211	110	90	43	46	95	110
6KO ALASKA	0	180	125	63	74	49	61	119
7AO EL PASO	0	117	122	109	59	58	89	177
7BO ALBUQUERQUE	0	145	91	92	62	47	86	136
7CO ARIZONA	0	140	129	93	66	78	82	203
7DO FRESNO	0	143	91	101	60	55	80	136
7EO LOS ANGELES	0	115	125	110	76	106	87	203
7FO SACRAMENTO	0	168	116	89	64	75	93	207
7GO SAN DIEGO	0	118	133	91	82	92	67	191
7HO SAN FRANCISCO	0	142	138	118	79	94	91	166
7IO HAWAII	0	60	122	95	265	65	58	232
TOTAL UNITED STATES	100	100	100	100	100	100	100	100

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SHARE DEVELOPMENT INDEX

1980

	NEWPORT	NOW	SALEM	TRUE	VANTAGE	WINSTON	WIN LTS	TOTAL R J R
1AO PORTLAND, ME	44	114	80	111	109	107	110	102
1BO MANCHESTER	120	106	70	143	88	98	88	92
1CO BOSTON	231	87	55	178	68	103	82	81
1DO WESTERN, MASS.	281	81	71	160	72	96	81	83
1EO RHODE ISLAND	285	92	61	183	66	86	66	75
1FO HARTFORD	323	77	76	140	51	95	66	82
1GO ALBANY	275	95	81	125	84	91	84	86
1HO BUFFALO	259	86	84	144	48	78	80	77
1IO METRO NEW YORK	305	104	82	200	59	60	35	68
1JO ROCHESTER	274	100	82	104	96	95	101	89
1KO SYRACUSE	161	109	79	143	83	88	89	86
2AO PHILADELPHIA	330	78	123	109	41	73	52	82
2BO SCRANTON-WILKES BARRE	212	70	116	90	57	90	82	95
2CO BALTIMORE-WASHINGTON	175	109	130	123	63	84	83	93
2DO TIDEWATER	183	75	157	63	81	112	101	111
2EO RICHMOND	91	109	129	70	84	92	81	99
2FO ROANOKE	30	105	131	62	132	146	138	132
2GO JOHNSTOWN	134	86	135	82	47	98	96	103
2HO PITTSBURGH	170	67	120	82	32	91	86	93
2IO HUNTINGTON-CHARLESTON	21	76	116	66	112	160	142	134
2JO CINCINNATI	15	93	120	102	129	119	130	117
2KO CLEVELAND-AKRON	151	77	127	97	54	114	121	109
2LO COLUMBUS	22	78	131	83	74	114	111	113
2MO DAYTON	25	63	128	70	88	114	116	115
2NO TOLEDO	39	84	133	96	57	101	113	104
3AO RALEIGH-DURHAM	169	113	155	70	165	127	129	130
3BO WINSTON-SALEM-GREENSBORO	140	126	149	60	228	153	177	149
3CO GREENVILLE	44	100	128	62	215	162	171	146
3DO CHARLESTON	183	105	157	77	160	135	130	131
3EO CHARLOTTE	74	130	147	56	250	156	179	151
3FO COLUMBIA	265	77	166	53	166	152	136	140
3GO ATLANTA	31	77	115	65	188	138	150	125
3HO COLUMBUS-AGUSTA	31	61	144	48	171	148	136	133
3IO SAVANNAH	51	89	151	70	167	139	141	133
3JO JACKSONVILLE	27	87	117	73	122	139	141	119
3KO MIAMI	40	107	92	103	92	103	83	95
3LO ORLANDO	44	108	98	102	97	111	112	101
3MO TAMPA	29	103	97	123	84	112	112	102
3NO CHATTANOOGA	5	79	116	55	210	178	177	148
3OO KNOXVILLE	7	76	117	54	204	168	170	144
3PO NASHVILLE	10	86	102	59	197	144	147	129
3QO BIRMINGHAM	7	68	106	50	246	148	155	134
3RO MONTGOMERY	24	79	128	56	170	149	150	132
3SO MOBILE	11	81	116	72	128	136	149	119
4AO FT. WAYNE-SOUTH BEND	22	120	124	73	115	106	123	115
4BO INDIANAPOLIS	11	114	106	59	164	114	128	119

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SHARE DEVELOPMENT INDEX

1980

	NEWPORT	NOW	SALEM	TRUE	VANTAGE	WINSTON	WIN LTS	R J R
4CO LOUISVILLE-EVANSVILLE	10	116	100	78	176	120	122	118
4DO DETROIT	229	110	95	108	54	84	95	86
4EO GRAND RAPIDS	151	135	94	88	69	86	100	91
4FO FLINT-SAGINAW	142	100	109	94	69	101	124	100
4GO CHICAGO	144	93	96	105	53	88	85	85
4HO PEORIA	60	102	121	71	87	106	132	108
4IO QUAD CITIES	24	68	105	69	97	111	141	107
4JO MILWAUKEE	290	121	109	91	71	78	96	90
4KO GREEN BAY	195	93	115	83	65	86	109	95
4LO MINNESOTA	22	118	73	120	138	79	104	90
4MO DAKOTA	8	126	82	68	240	87	111	107
5AO MEMPHIS	7	82	114	47	366	143	152	148
5BO JACKSON MS	6	87	121	45	261	133	123	133
5CO ST. LOUIS	12	90	131	83	111	105	122	111
5DO LITTLE ROCK	4	108	104	49	219	134	157	130
5EO LAKE CHARLES-MONROE	5	92	104	66	94	113	105	102
5FO NEW ORLEANS-BATON ROUGE	5	82	112	73	89	111	102	102
5GO SHREVEPORT	4	76	105	49	129	125	121	113
5HO CORPUS CHRISTI	6	88	138	39	64	178	67	132
5IO DALLAS-FT. WORTH	14	74	86	63	110	114	116	99
5JO HOUSTON	5	95	89	77	100	111	104	99
5KO LUBBOCK-AMARILLO	3	94	87	57	83	123	114	105
5LO SAN ANTONIO	14	69	111	60	86	119	103	106
5MO OKLAHOMA CITY	4	121	84	60	122	107	125	103
5NO TULSA	3	96	81	57	118	108	125	102
6AO DES MOINES	9	125	92	72	133	92	118	102
6BO KANSAS CITY	6	115	95	79	115	106	124	105
6CO WICHITA	8	125	97	78	89	90	105	95
6DO OMAHA-LINCOLN	8	113	101	70	103	98	119	100
6EO DENVER	17	105	77	97	99	84	100	94
6FO UTAH-IDAHO	8	121	76	66	99	78	98	101
6GO BIG SKY	5	122	73	78	87	80	91	94
6HO PORTLAND OR	13	146	71	99	114	92	111	110
6IO SEATTLE	12	109	83	87	97	107	140	113
6JO SPOKANE	4	136	78	59	90	93	112	107
6KO ALASKA	44	148	96	72	102	112	122	117
7AO EL PASO	9	103	97	79	72	113	94	107
7BO ALBUQUERQUE	9	90	106	77	74	111	102	110
7CO ARIZONA	19	127	78	90	89	89	91	98
7DO FRESNO	10	114	81	103	66	102	76	99
7EO LOS ANGELES	22	111	70	98	56	72	60	81
7FO SACRAMENTO	10	119	72	122	70	77	75	93
7GO SAN DIEGO	38	117	76	100	75	74	70	86
7HO SAN FRANCISCO	45	116	84	171	56	65	59	84
7IO HAWAII	25	133	79	115	28	46	39	63
TOTAL UNITED STATES	100	100	100	100	100	100	100	100

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COMPETITIVE BRANDS

SHARE DEVELOPMENT INDEX

1981

	BARCLAY	CAMEL	CARLTON	KENT	KOOL	LARK	LUCKY	MORE
1AO PORTLAND, ME	105	121	99	94	64	94	132	84
1BO MANCHESTER	100	119	108	95	61	184	166	81
1CO BOSTON	115	75	121	114	67	239	161	73
1DO WESTERN, MASS.	127	84	92	102	71	192	151	76
1EO RHODE ISLAND	127	74	118	122	68	190	155	77
1FO HARTFORD	95	88	90	110	82	155	154	83
1GO ALBANY	109	88	89	79	70	152	168	73
1HO BUFFALO	132	81	94	86	82	872	167	84
1IO METRO NEW YORK	88	58	116	161	87	156	123	80
1JO ROCHESTER	118	80	98	108	77	344	121	74
1KO SYRACUSE	114	95	106	120	62	300	162	76
2AO PHILADELPHIA	96	66	84	101	99	138	141	83
2BO SCRANTON-WILKES BARRE	116	119	64	107	86	148	218	62
2CO BALTIMORE-WASHINGTON	106	64	120	92	125	137	99	104
2DO TIDEWATER	108	59	111	68	101	62	72	100
2EO RICHMOND	110	69	107	69	108	91	97	85
2FO ROANOKE	85	108	67	71	78	88	131	61
2GO JOHNSTOWN	101	117	63	109	89	134	200	61
2HO PITTSBURGH	114	105	60	105	111	113	188	73
2IO HUNTINGTON-CHARLESTON	104	141	54	61	94	71	135	49
2JO CINCINNATI	157	109	92	82	113	101	112	78
2KO CLEVELAND-AKRON	132	119	85	108	107	158	163	85
2LO COLUMBUS	122	125	80	80	123	97	118	87
2NO DAYTON	106	112	67	76	122	87	114	127
2NO TOLEDO	137	107	86	86	114	101	128	90
3AO RALEIGH-DURHAM	108	71	110	87	81	140	97	77
3BO WINSTON-SALEM-GREENSBORO	90	91	89	83	68	103	96	83
3CO GREENVILLE	107	97	85	97	81	81	82	74
3DO CHARLESTON	102	60	91	97	122	44	59	80
3EO CHARLOTTE	106	81	80	93	74	64	77	72
3FO COLUMBIA	88	55	64	76	123	32	49	80
3GO ATLANTA	112	77	85	74	133	37	55	76
3HO COLUMBUS-AGUSTA	107	74	73	74	140	21	51	69
3IO SAVANNAH	86	75	79	91	130	36	53	76
3JO JACKSONVILLE	98	84	97	78	112	41	50	95
3KO MIAMI	69	69	121	119	89	197	67	133
3LO ORLANDO	109	82	104	95	88	100	62	122
3MO TAMPA	86	89	125	114	80	94	74	127
3NO CHATTANOOGA	95	108	60	66	120	35	72	70
3OO KNOXVILLE	91	110	59	78	78	45	88	63
3PO NASHVILLE	98	102	63	76	104	51	83	79
3QO BIRMINGHAM	84	84	73	80	136	41	57	69
3RO MONTGOMERY	79	86	69	81	145	39	52	80
3SO MOBILE	127	80	105	88	116	40	56	97
4AO FT. WAYNE-SOUTH BEND	125	128	82	103	120	79	109	81
4BO INDIANAPOLIS	128	129	90	98	108	68	96	81

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SHARE DEVELOPMENT INDEX

1981

	BARCLAY	CAMEL	CARLTON	KENT	KOOL	LARK	LUCKY	MORE
4CO LOUISVILLE-EVANSVILLE	168	106	82	76	107	62	90	70
4DO DETROIT	126	76	107	106	199	101	123	120
4EO GRAND RAPIDS	149	109	91	94	117	87	92	90
4FO FLINT-SAGINAW	123	104	109	103	132	56	109	96
4GO CHICAGO	89	77	92	109	163	79	124	101
4HO PEORIA	109	116	75	92	118	37	99	82
4IO QUAD CITIES	105	130	70	103	93	32	110	56
4JO MILWAUKEE	127	93	91	89	89	81	101	80
4KO GREEN BAY	98	107	88	91	76	90	114	75
4LO MINNESOTA	120	116	108	127	70	56	74	77
4MO DAKOTA	109	106	74	119	67	25	63	73
5AO MEMPHIS	83	76	62	63	156	22	50	83
5BO JACKSON MS	89	76	60	61	187	27	48	82
5CO ST. LOUIS	105	95	92	91	136	40	105	99
5DO LITTLE ROCK	103	106	80	95	93	29	58	79
5EO LAKE CHARLES-MONROE	51	76	67	87	150	25	54	73
5FO NEW ORLEANS-BATON ROUGE	63	76	88	79	176	36	67	96
5GO SHREVEPORT	64	93	81	82	136	35	63	83
5HO CORPUS CHRISTI	36	71	65	80	62	36	53	67
5IO DALLAS-FT. WORTH	75	83	108	86	96	43	52	98
5JO HOUSTON	62	83	106	91	105	76	56	101
5KO LUBBOCK-AMARILLO	78	118	86	94	73	38	65	89
5LO SAN ANTONIO	69	85	99	84	94	28	57	109
5MO OKLAHOMA CITY	90	107	118	84	80	39	62	120
5NO TULSA	90	112	103	72	82	45	63	109
6AO DES MOINES	100	129	83	109	87	72	94	73
6BO KANSAS CITY	118	109	104	82	90	44	83	99
6CO WICHITA	96	110	111	90	87	43	74	94
6DO OMAHA-LINCOLN	104	103	93	115	81	41	87	73
6EO DENVER	104	154	103	90	71	65	71	102
6FO UTAH-IDAHO	87	224	105	89	51	50	91	108
6GO BIG SKY	111	187	97	86	49	41	105	94
6HO PORTLAND OR	106	225	127	99	48	73	101	141
6IO SEATTLE	99	205	128	99	55	57	89	122
6JO SPOKANE	90	215	108	86	42	48	111	110
6KO ALASKA	108	195	121	62	71	51	62	111
7AO EL PASO	88	120	122	107	61	64	89	165
7BO ALBUQUERQUE	80	155	90	91	63	53	89	138
7CO ARIZONA	92	146	134	93	68	75	81	190
7DO FRESNO	68	151	92	99	59	58	84	136
7EO LOS ANGELES	73	117	128	113	77	105	87	184
7FO SACRAMENTO	98	168	117	90	63	71	94	185
7GO SAN DIEGO	81	119	134	90	78	95	71	173
7HO SAN FRANCISCO	85	145	141	120	79	97	93	153
7IO HAWAII	72	61	126	94	263	64	58	203
TOTAL UNITED STATES	100	100	100	100	100	100	100	100

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SHARE DEVELOPMENT INDEX

1981

	NEWPORT	NOW	SALEM	TRUE	VANTAGE	WINSTON	WIN LTS	R J R
1A0 PORTLAND, ME	42	108	80	113	106	105	107	100
1B0 MANCHESTER	113	96	72	145	87	99	88	92
1C0 BOSTON	222	83	56	183	59	105	86	80
1D0 WESTERN, MASS.	268	66	71	160	65	98	82	83
1E0 RHODE ISLAND	266	96	64	185	67	89	70	77
1F0 HARTFORD	310	67	77	140	50	96	69	83
1G0 ALBANY	266	78	81	121	80	94	87	86
1H0 BUFFALO	256	89	86	142	45	81	80	78
1I0 METRO NEW YORK	300	105	82	208	58	61	37	68
1J0 ROCHESTER	267	83	82	105	91	97	100	88
1K0 SYRACUSE	167	115	81	138	80	91	92	88
2A0 PHILLADELPHIA	322	76	122	110	40	73	53	82
2B0 SCRANTON-WILKES BARRE	216	62	117	89	54	90	83	95
2C0 BALTIMORE-WASHINGTON	192	110	131	123	62	85	84	93
2D0 TIDEWATER	211	68	156	57	80	111	99	110
2E0 RICHMOND	112	112	129	72	81	92	81	98
2F0 ROANOKE	37	99	129	63	131	144	136	129
2G0 JOHNSTOWN	136	94	137	76	43	98	93	103
2H0 PITTSBURGH	163	68	120	81	31	91	86	93
2I0 HUNTINGTON-CHARLESTON	24	75	115	67	113	158	141	132
2J0 CINCINNATI	14	103	120	100	129	117	131	116
2K0 CLEVELAND-AKRON	155	76	126	95	49	115	120	109
2L0 COLUMBUS	26	88	131	82	74	114	113	114
2M0 DAYTON	39	59	131	71	89	115	119	115
2N0 TOLEDO	36	77	137	94	54	103	116	106
3A0 RALEIGH-DURHAM	182	106	155	69	169	127	132	129
3B0 WINSTON-SALEM-GREENSBORO	135	128	148	58	236	154	183	149
3C0 GREENVILLE	60	98	129	60	225	161	173	145
3D0 CHARLESTON	190	102	158	75	168	134	134	130
3E0 CHARLOTTE	92	133	146	55	250	153	176	148
3F0 COLUMBIA	274	70	165	51	176	151	142	138
3G0 ATLANTA	34	74	114	64	190	135	151	123
3H0 COLUMBUS-AGUSTA	48	60	141	47	178	145	140	132
3I0 SAVANNAH	76	85	149	64	177	136	142	131
3J0 JACKSONVILLE	33	80	115	73	124	139	146	119
3K0 MIAMI	44	102	90	105	89	105	85	95
3L0 ORLANDO	46	118	96	100	93	109	114	101
3M0 TAMPA	32	105	97	119	83	112	116	102
3N0 CHATTANOOGA	5	72	113	53	219	180	180	149
3O0 KNOXVILLE	7	72	115	54	208	168	169	143
3P0 NASHVILLE	11	85	101	57	208	144	150	129
3Q0 BIRMINGHAM	11	69	105	49	263	149	158	135
3R0 MONTGOMERY	27	78	129	54	181	152	155	134
3S0 MOBILE	16	77	116	66	130	136	151	118
4A0 FT. WAYNE-SOUTH BEND	21	121	127	73	113	105	121	115
4B0 INDIANAPOLIS	10	118	107	59	165	113	127	119

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SHARE DEVELOPMENT INDEX

1981

	NEWPORT	NOW	SALEM	TRUE	VANTAGE	WINSTON	WIN LTS	R J R
4CO LOUISVILLE-EVANSVILLE	7	115	99	75	180	120	122	117
4BO DETROIT	216	117	97	111	52	86	97	86
4EO GRAND RAPIDS	142	137	93	87	67	86	96	91
4FO FLINT-SAGINAW	131	111	109	95	68	99	123	99
4GO CHICAGO	143	100	98	107	52	89	87	86
4HO PEORIA	62	99	118	72	82	105	124	107
4IO QUAD CITIES	22	77	107	64	92	111	141	107
4JO MILWAUKEE	271	133	110	92	69	77	95	89
4KO GREEN BAY	188	99	116	84	64	85	109	95
4LO MINNESOTA	20	120	74	116	137	78	100	90
4MO DAKOTA	6	128	82	66	249	86	106	107
5AO MEMPHIS	8	78	114	44	381	141	151	147
5BO JACKSON MS	10	77	121	45	271	132	125	133
5CO ST. LOUIS	11	90	132	81	113	107	123	112
5DO LITTLE ROCK	4	111	102	47	221	131	155	127
5EO LAKE CHARLES-MONROE	6	86	103	65	96	111	106	100
5FO NEW ORLEANS-BATON ROUGE	6	81	112	73	93	110	106	102
5GO SHREVEPORT	6	81	104	50	131	123	122	112
5HO CORPUS CHRISTI	9	92	129	40	67	178	71	129
5IO DALLAS-FT. WORTH	16	75	85	64	113	113	114	100
5JO HOUSTON	8	94	88	76	104	110	103	98
5KO LUBBOCK-AMARILLO	2	84	86	54	84	123	112	105
5LO SAN ANTONIO	17	65	107	58	88	119	100	105
5MO OKLAHOMA CITY	7	111	83	55	120	106	121	102
5NO TULSA	4	96	79	54	119	105	118	101
6AO DES MOINES	7	139	95	73	121	92	115	102
6BO KANSAS CITY	5	118	96	77	113	107	121	105
6CO WICHITA	8	128	98	74	91	92	103	97
6DO OMAHA-LINCOLN	7	110	101	66	104	96	114	99
6EO DENVER	18	103	76	94	96	83	94	94
6FO UTAH-IDAHO	7	114	76	63	95	78	92	103
6GO BIG SKY	4	110	72	74	85	80	89	95
6HO PORTLAND OR	10	150	70	97	107	90	104	110
6IO SEATTLE	14	107	81	88	93	103	133	112
6JO SPOKANE	3	137	78	57	76	92	107	107
6KO ALASKA	43	148	90	68	102	109	117	117
7AO EL PASO	13	97	95	78	73	113	93	107
7BO ALBUQUERQUE	10	88	104	77	72	109	100	111
7CO ARIZONA	18	131	77	88	84	89	88	99
7DO FRESNO	9	114	82	96	65	102	77	102
7EO LOS ANGELES	22	109	70	99	54	72	58	82
7FO SACRAMENTO	11	118	71	121	67	76	72	93
7GO SAN DIEGO	44	116	75	101	76	75	67	87
7HO SAN FRANCISCO	50	119	83	175	54	65	58	85
7IO HAWAII	26	132	76	112	28	44	37	62
TOTAL UNITED STATES	100	100	100	100	100	100	100	100

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COMPETITIVE BRANDS

SHARE DEVELOPMENT INDEX

9 mos
1982

	BARCLAY	CAMEL	CARLTON	KENT	KOOL	LARK	LUCKY	MORE
1A0 PORTLAND, ME	96	120	95	94	66	96	153	81
1B0 MANCHESTER	102	120	104	97	60	182	184	75
1C0 BOSTON	111	76	118	111	65	234	181	72
1D0 WESTERN, MASS.	118	85	87	103	71	190	175	75
1E0 RHODE ISLAND	125	71	118	121	70	192	172	79
1F0 HARTFORD	92	95	86	108	81	151	178	81
1G0 ALBANY	99	87	84	80	69	149	186	72
1H0 BUFFALO	129	81	88	86	82	875	160	84
1I0 METRO NEW YORK	92	58	117	163	86	157	127	82
1J0 ROCHESTER	138	77	102	101	87	344	127	71
1K0 SYRACUSE	116	94	99	117	63	283	169	81
2A0 PHILADELPHIA	88	65	83	101	100	136	156	82
2B0 SCRANTON-WILKES BARRE	94	115	62	109	85	152	241	62
2C0 BALTIMORE-WASHINGTON	106	63	118	92	123	134	94	99
2D0 TIDEWATER	106	57	114	66	100	72	63	98
2E0 RICHMOND	111	66	105	69	106	97	87	84
2F0 ROANOKE	84	106	68	71	78	93	116	60
2G0 JOHNSTOWN	89	116	60	110	90	131	193	60
2H0 PITTSBURGH	90	104	60	108	113	113	202	76
2I0 HUNTINGTON-CHARLESTON	104	135	56	66	93	77	128	51
2J0 CINCINNATI	169	105	89	84	111	107	166	79
2K0 CLEVELAND-AKRON	116	121	85	110	104	161	178	88
2L0 COLUMBUS	117	124	81	77	126	97	135	87
2M0 DAYTON	107	110	68	76	121	85	130	126
2N0 TOLEDO	124	106	85	86	117	105	148	91
3A0 RALEIGH-DURHAM	117	71	109	85	83	141	86	75
3B0 WINSTON-SALEM-GREENSBORO	101	89	87	84	67	102	84	84
3C0 GREENVILLE	118	94	84	98	83	86	72	73
3D0 CHARLESTON	110	62	89	96	115	43	54	81
3E0 CHARLOTTE	116	83	84	92	71	70	69	77
3F0 COLUMBIA	90	50	65	76	126	30	43	73
3G0 ATLANTA	112	75	86	73	131	36	49	73
3H0 COLUMBUS-AGUSTA	109	72	71	77	141	21	48	62
3I0 SAVANNAH	107	72	82	94	124	38	48	73
3J0 JACKSONVILLE	102	84	97	75	113	42	46	92
3K0 MIAMI	80	68	123	119	90	202	66	130
3L0 ORLANDO	103	80	102	96	84	97	61	117
3M0 TAMPA	86	89	119	112	81	93	126	126
3N0 CHATTANOOGA	100	106	60	72	116	40	66	70
3O0 KNOXVILLE	91	106	58	78	77	48	79	59
3P0 NASHVILLE	102	100	64	76	103	53	82	74
3Q0 BIRMINGHAM	83	85	72	79	135	43	51	70
3R0 MONTGOMERY	88	86	68	82	149	38	48	78
3S0 MOBILE	119	79	102	85	117	40	50	89
4A0 FT. WAYNE-SOUTH BEND	121	127	81	100	126	83	109	86
4B0 INDIANAPOLIS	136	129	89	99	104	69	94	82

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SHARE DEVELOPMENT INDEX

9 mos
1982

	BARCLAY	CAMEL	CARLTON	KENT	KOOL	LARK	LUCKY	MORE
4CO LOUISVILLE-EVANSVILLE	171	103	79	76	107	63	107	69
4DO DETROIT	132	73	107	105	210	100	122	119
4EO GRAND RAPIDS	155	108	93	93	120	88	94	91
4FO FLINT-SAGINAW	153	103	109	106	135	58	111	95
4GO CHICAGO	90	78	93	111	164	78	133	106
4HO PEORIA	116	112	79	90	116	36	97	88
4IO QUAD CITIES	108	129	70	105	95	35	103	57
4JO MILWAUKEE	119	93	87	90	88	84	99	82
4KO GREEN BAY	92	106	82	94	75	92	106	76
4LO MINNESOTA	110	120	108	127	67	57	68	79
4MO DAKOTA	105	108	74	119	67	25	55	73
5AO MEMPHIS	78	76	60	63	162	24	45	82
5BO JACKSON MS	91	74	60	62	193	27	44	78
5CO ST. LOUIS	107	94	90	90	133	41	96	98
5DO LITTLE ROCK	91	106	79	94	92	28	52	76
5EO LAKE CHARLES-MONROE	53	75	69	88	150	26	48	74
5FO NEW ORLEANS-BATON ROUGE	67	74	87	79	181	36	59	93
5GO SHREVEPORT	70	92	84	80	138	35	57	82
5HO CORPUS CHRISTI	44	73	74	83	63	45	51	60
5IO DALLAS-FT. WORTH	73	84	105	84	92	39	45	95
5JO HOUSTON	64	84	111	91	106	76	51	100
5KO LUBBOCK-AMARILLO	71	124	84	96	72	30	58	92
5LO SAN ANTONIO	70	85	95	79	95	28	48	102
5MO OKLAHOMA CITY	76	110	111	83	83	38	53	114
5NO TULSA	81	113	97	69	82	43	56	103
6AO DES MOINES	100	129	82	110	87	72	84	74
6BO KANSAS CITY	124	109	104	83	89	47	74	101
6CO WICHITA	102	110	111	90	88	45	64	92
6DO OMAHA-LINCOLN	89	104	90	114	81	43	77	73
6EO DENVER	110	158	105	89	72	65	63	102
6FO UTAH-IDAHO	84	233	104	88	51	54	82	110
6GO BIG SKY	98	190	102	90	46	47	96	96
6HO PORTLAND OR	108	228	129	96	48	74	90	145
6IO SEATTLE	95	208	133	97	53	58	80	120
6JO SPOKANE	80	217	111	87	42	47	146	110
6KO ALASKA	109	210	117	53	78	46	57	106
7AO EL PASO	85	118	122	108	61	66	81	160
7BO ALBUQUERQUE	84	156	95	94	66	53	75	134
7CO ARIZONA	96	144	138	91	68	71	74	187
7DO FRESNO	65	146	95	102	61	64	75	134
7EO LOS ANGELES	77	119	133	115	79	105	78	189
7FO SACRAMENTO	100	175	121	91	63	69	85	195
7GO SAN DIEGO	81	120	133	90	76	98	65	165
7HO SAN FRANCISCO	86	147	145	120	81	98	85	154
7IO HAWAII	70	57	128	95	274	60	52	187
TOTAL UNITED STATES	100	100	100	100	100	100	100	100

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SHARE DEVELOPMENT INDEX

9 mos
1982

	NEWPORT	NOW	SALEM	TRUE	VANTAGE	WINSTON	WIN LTS	R J R
1A0 PORTLAND, ME	41	104	78	116	102	103	109	98
1B0 MANCHESTER	103	96	71	148	83	99	91	92
1C0 BOSTON	207	87	57	179	63	108	93	82
1D0 WESTERN, MASS.	256	63	73	160	66	99	91	84
1E0 RHODE ISLAND	248	93	64	181	65	89	73	76
1F0 HARTFORD	297	67	76	140	50	97	80	84
1G0 ALBANY	255	72	82	124	81	95	90	87
1H0 BUFFALO	244	96	88	138	47	85	85	81
1I0 METRO NEW YORK	296	103	84	211	58	62	40	69
1J0 ROCHESTER	246	81	81	100	91	95	100	87
1K0 SYRACUSE	170	111	84	137	82	93	94	89
2A0 PHILADELPHIA	319	70	122	110	42	74	57	82
2B0 SCRANTON-WILKES BARRE	210	55	115	88	55	90	83	94
2C0 BALTIMORE-WASHINGTON	202	103	131	122	62	84	83	92
2D0 WILMINGTON	227	75	152	57	80	108	100	108
2E0 RICHMOND	129	113	129	71	82	91	80	97
2F0 ROANOKE	40	96	128	64	130	143	135	127
2G0 JOHNSTOWN	131	86	139	77	45	99	95	104
2H0 PITTSBURGH	159	72	125	84	34	94	90	95
2I0 HUNTINGTON-CHARLESTON	30	76	116	71	116	153	136	130
2J0 CINCINNATI	15	108	119	102	130	117	128	115
2K0 CLEVELAND-AKRON	149	74	129	96	53	119	125	112
2L0 COLUMBUS	37	89	130	80	75	117	110	114
2M0 DAYTON	43	61	132	70	89	117	119	116
2N0 TOLEDO	36	77	138	96	58	103	114	106
3A0 RALEIGH-DURHAM	188	103	154	70	168	128	134	128
3B0 WINSTON-SALEM-GREENSBORO	139	128	148	57	235	154	179	148
3C0 GREENVILLE	70	91	129	59	222	159	169	143
3D0 CHARLESTON	201	94	155	74	170	134	134	130
3E0 CHARLOTTE	97	132	143	58	248	150	176	146
3F0 COLUMBIA	308	69	161	50	167	148	131	134
3G0 ATLANTA	44	69	113	65	187	133	146	121
3H0 COLUMBUS-AGUSTA	67	59	138	48	172	144	138	128
3I0 SAVANNAH	99	84	145	65	174	134	137	128
3J0 JACKSONVILLE	44	77	116	72	125	138	149	118
3K0 MIAMI	54	108	89	108	91	104	87	94
3L0 ORLANDO	59	120	96	103	100	108	114	100
3M0 TAMPA	37	115	96	117	86	113	118	103
3N0 CHATTANOOGA	7	68	115	58	216	179	178	147
3O0 KNOXVILLE	10	70	112	54	207	167	163	140
3P0 NASHVILLE	13	74	101	57	209	144	150	128
3Q0 BIRMINGHAM	16	68	106	50	261	151	161	136
3R0 MONTGOMERY	28	76	128	54	179	155	157	135
3S0 MOBILE	23	77	113	65	134	135	154	117
4A0 FT. WAYNE-SOUTH BEND	26	121	131	73	111	106	118	116
4B0 INDIANAPOLIS	10	124	108	60	162	113	123	119

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SHARE DEVELOPMENT INDEX

9 MOS
1982

	NEWPORT	NOW	SALEM	TRUE	VANTAGE	WINSTON	WIN LTS	R J R
4C0 LOUISVILLE-EVANSVILLE	8	117	99	74	181	118	118	116
4D0 DETROIT	211	116	96	110	50	87	98	86
4E0 GRAND RAPIDS	127	125	92	87	62	86	95	90
4F0 FLINT-SAGINAW	119	129	106	96	64	99	120	99
4G0 CHICAGO	144	102	100	108	54	91	89	88
4H0 PEORIA	60	104	119	77	92	104	123	107
4I0 QUAD CITIES	22	80	107	65	98	110	134	107
4J0 MILWAUKEE	243	136	109	92	74	78	96	90
4K0 GREEN BAY	179	104	120	85	65	86	108	96
4L0 MINNESOTA	19	121	75	113	138	79	100	92
4M0 DAKOTAS	6	122	82	67	245	85	102	107
5A0 MEMPHIS	12	78	115	44	373	140	150	146
5B0 JACKSON MS	16	73	121	45	267	130	125	131
5C0 ST. LOUIS	11	96	136	79	115	108	124	113
5D0 LITTLE ROCK	6	106	102	47	216	131	155	126
5E0 LAKE CHARLES-MONROE	9	87	104	68	97	110	106	99
5F0 NEW ORLEANS-BATON ROUGE	8	78	113	75	93	110	108	102
5G0 SHREVEPORT	8	78	104	50	129	121	119	110
5H0 CORPUS CHRISTI	11	94	127	41	70	172	76	126
5I0 DALLAS-FT. WORTH	20	73	86	62	111	112	113	99
5J0 HOUSTON	12	97	88	76	103	109	102	98
5K0 LUBBOCK-AMARILLO	3	92	87	56	84	122	111	106
5L0 SAN ANTONIO	22	63	103	55	86	114	97	102
5M0 OKLAHOMA CITY	9	109	82	53	113	104	116	101
5N0 TULSA	5	101	78	52	112	105	115	100
6A0 DES MOINES	7	136	97	72	133	92	112	104
6B0 KANSAS CITY	6	123	96	78	114	107	120	105
6C0 WICHITA	9	136	98	75	90	90	101	97
6D0 OMAHA-LINCOLN	7	117	101	65	98	96	111	98
6E0 DENVER	20	103	76	93	91	82	91	94
6F0 UTAH-IDAHO	7	117	76	63	93	77	87	104
6G0 BIG SKY	4	110	71	77	82	79	86	95
6H0 PORTLAND OR	10	151	70	93	105	89	102	111
6I0 SEATTLE	17	110	79	83	88	103	127	111
6J0 SPOKANE	3	138	76	57	79	90	102	106
6K0 ALASKA	23	136	88	61	97	106	110	117
7A0 EL PASO	14	105	93	78	73	110	90	105
7B0 ALBUQUERQUE	11	99	103	79	75	107	99	111
7C0 ARIZONA	19	134	77	88	83	88	86	98
7D0 FRESNO	13	127	80	101	67	96	74	99
7E0 LOS ANGELES	26	112	69	100	55	71	58	82
7F0 SACRAMENTO	13	126	71	119	67	77	71	95
7G0 SAN DIEGO	49	124	74	100	75	74	67	86
7H0 SAN FRANCISCO	55	113	82	173	51	63	56	85
7I0 HAWAII	31	127	73	115	30	44	41	61
TOTAL UNITED STATES	100	100	100	100	100	100	100	100

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